

REMARKS/ARGUMENTS

This Amendment is in response to the Office Action mailed April 5, 2007. In the Office Action, the Examiner rejected claims 1, 9-12, 20-23, and 31-33 under 35 U.S.C. § 112, claims 12 and 20-22 under 35 U.S.C. § 101, and claims 1, 9-12, 20-23, and 31-33 under 35 U.S.C. § 102.

Applicant has amended independent claims 1, 12, and 23 to further clarify embodiments of the invention.

Reconsideration in light of the amendments and remarks made herein is respectfully requested.

Rejections Under 35 U.S.C. § 112

Claims 1, 9-12, 20-23, and 31-33 stand rejected under 35 U.S.C. § 112, first paragraph, as containing subject matter which was allegedly not described in the specification in such a way as to enable one skilled in the art to which it pertains, or with which it is most nearly connected, to make and/or use the invention.

Further, claims 1, 9-12, 20-23, and 31-33 stand rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for allegedly failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention.

Applicant has amended independent claims 1, 12, and 23 in order to eliminate the “non-explicit” claim limitation to which the Examiner objected and has put in further claim limitations to clarify embodiments of the invention.

In view of the amendments to independent claims 1, 12, and 23, Applicant respectfully requests that Examiner remove this ground for rejection.

Rejection Under 35 U.S.C. § 101

Claims 12 and 20-22 stand rejected under 35 U.S.C. § 101 for being allegedly directed to non-statutory subject matter.

Applicant has amended claims 12 and 20-22 such that they either recite or are dependent upon a “machine-readable medium *of a storage device* having *tangibly* stored thereon instructions...” to address the Examiner’s rejection.

In view of the amendments, Applicant respectfully requests that the Examiner remove this ground for rejection.

Rejection Under 35 U.S.C. § 102

Claims 1, 9-12, 20-23, and 31-33 stand rejected under 35 U.S.C. § 102(e) as being allegedly anticipated by U.S. Patent No. 6,317,722 issued to Jacobi et al. (hereinafter Jacobi).

Applicant respectfully submits that Jacobi does not describe or suggest the limitations of independent claims 1, 12, and 23 as they have been amended. In particular, Applicant has amended independent claims 1, 12, and 23 such that they all basically recite: allowing a user in communication with a visual browser to select *a graphical representation* of a main product...upon selection of the main product...automatically displaying *graphical representations* of a plurality of related products having at least one attribute in common with the main product that are selectable for purchase by the user and at least one *graphical representation* of another product that is not associated with the main product...

Applicant respectfully submits that Jacobi does not describe or suggest these types of displays of graphical representations of main products, related products, and un-related products.

Further, Applicant respectfully submits that Jacobi does not describe or suggest Applicant’s amended claim limitations related to randomly selecting products from previously-determined “like” and “dislike” categories *based upon a scoring of each product that is utilized as a weight bias, wherein the scoring of each product is based upon either a like score indicating the relatedness of the product to the main product or a dislike score indicating the unrelatedness of the product to the main product.*

Applicant has amended independent claims 1, 12 and 23 with certain limitations from dependent claims 9, 10, 20, 21, 31, and 32, respectively, in order to further clarify embodiments of the invention.

The Office Action alleges that column 5, lines 19-31 of Jacobi is related to selecting like and dislike categories utilizing weight biases for categories in a randomly based selection algorithm and randomly selecting products from the selected like and dislike categories.

However, column 5, lines 19-31 states:

The Amazon.com Web site includes functionality for allowing users to search, browse, and make purchases from an online catalog of several million book titles, music titles, video titles, and other types of items. Using a shopping cart feature of the site, users can add and remove items to/from a personal shopping cart which is persistent over multiple sessions. (As used herein, a "shopping cart" is a data structure and associated code which keeps track of items that have been selected by a user for possible purchase.) For example, a user can modify the contents of the shopping cart over a period of time, such as one week, and then proceed to a check out area of the site to purchase the shopping cart contents.

As above, this section relates to allowing users to search, browse, and make purchases using a shopping cart. Applicant can find no teaching or suggestion in this section, or the rest of Jacobi, of Applicant's claimed functionality related to selecting "like" and "dislike" categories utilizing weight biases for categories in randomly based selection algorithm and then randomly selecting products from the selected "like" and "dislike" categories *based upon a scoring of each product that is utilized as a weight bias, wherein the scoring of each product is based upon either a like score indicating the relatedness of the product to the main product or a dislike score indicating the unrelatedness of the product to the main product.*

Further, in the previous Office Action, as to the dependent claims, the Office Action alleges that column 8, lines 28-38 is related to the scoring of products based upon weight biases of like categories and dislike categories. However, looking particularly at column 8, lines 28-38, this section of Jacobi describes:

The recommendation service components 44 include a BookMatcher application 50 which implements the above-described BookMatcher service. Users of the BookMatcher service are provided the opportunity to rate individual book titles from a list of popular titles. The book titles are rated according to the following scale:

1=Bad!

2=Not for me

3=OK

4=Liked it

5=Loved it!

As is clear, this section of Jacobi relates to a recommendation service that implements a BookMatcher service in which user's are allowed to rate individual book titles from a list of popular titles.

Applicant respectfully submits that the particular citations of Jacobi relied upon by the Office Action, as well as the rest of Jacobi, does not describe or suggest the limitations of Applicant's amended independent claims 1, 12, and 23 which particularly recite that after allowing a user in communication with a visual browser to select a graphical representation of a main product...automatically displaying graphical representations of a plurality of related products...and at least one graphical representation of another product that is not associated with the main product...in which the plurality of products are determined by...randomly selecting products from predetermined like and dislike categories based upon a scoring of each product that is utilized as a weight bias...wherein the scoring of each product is based upon either a like score indicating the relatedness of the product to the main product or a dislike score indicating the unrelatedness of the product to the main product.

Applicant respectfully submits that these limitations are quite simply not described or suggested by Jacobi.

Applicant respectfully submits that because Jacobi does not describe or suggest the limitations of Applicant's amended independent claims 1, 12, and 23, that Applicant's claims are allowable over the prior art of record. Therefore, Applicant respectfully requests that the Examiner allow independent claims 1, 12, and 23, the claims that depend therefrom, and pass these claims to issuance.

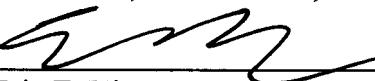
Conclusion

In view of the remarks made above, it is respectfully submitted that pending claims 1, 9-12, 20-23, and 31-33 are allowable over the prior art of record. Thus, Applicant respectfully submits that all the pending claims are in condition for allowance, and such action is earnestly solicited at the earliest possible date. The Examiner is respectfully requested to contact the undersigned by telephone if it is believed that such contact would further the examination of the present application. To the extent necessary, a petition for an extension of time under 37 C.F.R. is hereby made. Please charge any shortage in fees in connection with the filing of this paper, including extension of time fees, to Deposit Account 02-2666 and please credit any excess fees to such account.

Respectfully submitted,

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Dated: 5/17/2007

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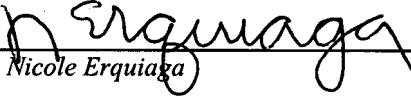
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Nicole Erquiaga

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